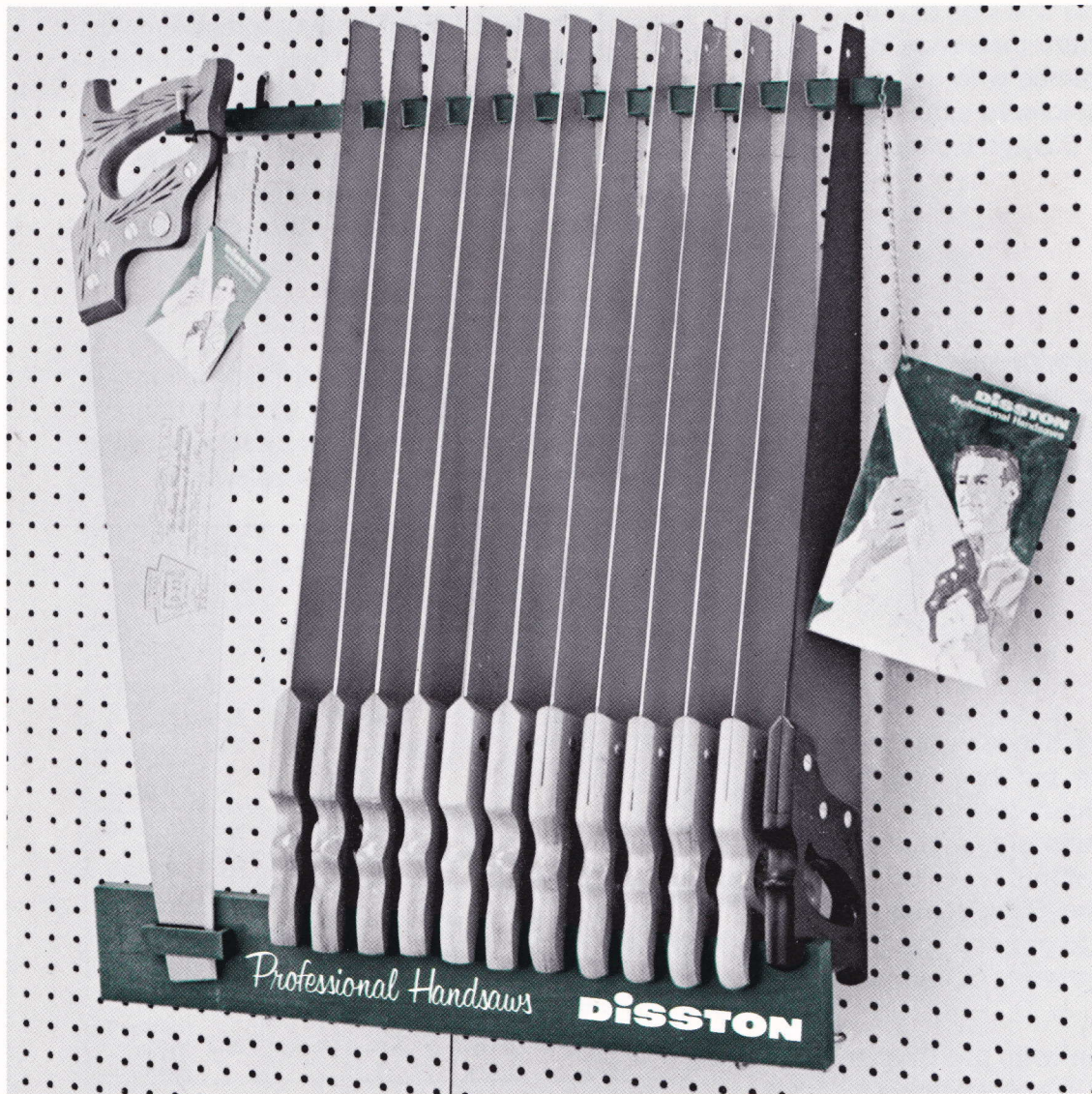


# DISSTON

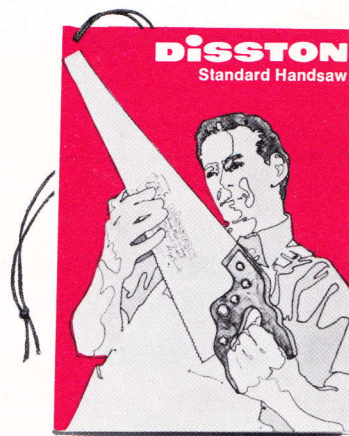
## D-1300 Handsaw Assortment



- "SELF-SELL"
- HANDSAW DISPLAY RACK
- FREE D-23
- INFORMATIVE GUIDE FOR HANDSAW OWNERS
- PRODUCT HANG TAGS



THE D-1300 HANDSAW ASSORTMENT . . . THE RIGHT PRODUCTS  
 . . . THE RIGHT SALES AIDS . . .  
 BUILT FOR SALES





# DISPLAY RACK

To kick-off our list of sales-stimulating extras, we offer a FREE, specially crafted, antique green, hardwood display rack. The rack is designed so that one saw is suspended with the blade-face showing. This design feature teamed with our new Hang Tags let your customers examine the quality features of the Disston Handsaw.

# FREE D-23 HANDSAW

The D-23 "Carpenter's Choice" handsaw is the benchmark of quality in the industry—what better saw to spotlight on our new Display Rack—so, it's yours FREE! Use it as a selling tool, then sell it for some bonus profit.

# HANDSAW GUIDE BOOK

Everyone that buys a handsaw is not a professional craftsman, but they want to know some of the tricks-of-the-trade. This book provides those helpful tips plus some very informative facts about types of handsaws. Each Display Rack comes with a Guide Book attached to provide a degree of "self-sell" for the assortment of handsaws.

Team this assortment with the Disston line-up of FREE SALES AIDS and you have a package built for high turnover and big profits. What's it cost? Check the prices below—you'll be pleasantly surprised.

Retail Value of Handsaws  
in the D-1300 Assortment    \$124.00  
Regular Dealer .....\$ 82.63  
**OUR PRICE .....\$ 74.70**  
That means a **FREE D-23**  
**Your Profit (40% Margin)....\$ 49.30**

# PRODUCT HANG TAGS

Why spend \$11.99 for a handsaw when I can get one for \$2.98? The average consumer has no way of knowing and few will take the time to ask. Our new HANG TAGS on D-Line, Rancher and Countryside handsaws explain the differences in terms of benefits to the consumer—they can read the tag and immediately relate to the features of the saw.

# THE D-1300 ASSORTMENT BUILT FOR SALES

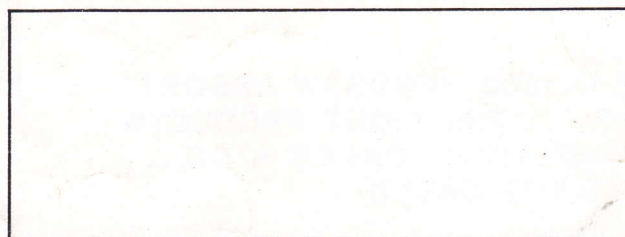
The D-1300 Handsaw Assortment is loaded for sales action. Disston has stocked this assortment with proven leaders spanning every price range. Just look at this selection:

Quantity	Product	Length	Points Per Inch	Type of Cut	Regular Dealer Cost-Ea.	Description
4	D-23	26"	8 pt.	Crosscut	7.93	The D-23 is the handsaw used and recommended by most carpenters.
2	D-23	26"	10 pt.	Crosscut	7.93	
1	D-23	26"	5½ pt.	Rip	7.93	
2	R-1	26"	8 pt.	Crosscut	5.13	A premium saw for heavy use.
1	R-1	26"	10 pt.	Crosscut	5.13	
1	C-1	26"	8 pt.	Crosscut	4.00	For occasional use around home and farm.
1	C-1	26"	10 pt.	Crosscut	4.00	
1	214-SS	26"	8 pt.	Crosscut	3.73	Inexpensive Teflon® handsaw

Package Weight . . . 35 lbs. (approx.)  
Display Rack Dimensions . 25" width  
31" height (with handsaws)  
6" depth

Contact your local Disston distributor or write Disston, H. K. Porter Company, Inc., Porter Building, Pittsburgh, Pa. 15219.

Distributed by:



**PORTER**

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